



ASX RELEASE

10 May 2017

Tinybeans Monthly Active Users Growth

Social media platform provider Tinybeans Group Limited **((ASX: TNY), “Tinybeans” or “the Company”)** is pleased to announce the continued growth of both registered and active users on the Tinybeans platform. Current registered users are over 1.65M and with active users 620k, representing active user year to date growth of 39%.

This result is particularly pleasing given this growth occurred in the lead up to the IPO process, and before the receipt of the IPO proceeds. These funds are to be deployed to continue future growth initiatives. The Company has now seen 8 consecutive months of active user growth, a trend which Tinybeans expects to continue throughout FY18 and beyond.

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About Tinybeans Group Limited

Tinybeans Group Limited (ASX: TNY) owns and operates the established and globally trusted social media platform Tinybeans.

Tinybeans is the safer way for parents to record and share precious moments and milestones with family and friends privately and securely. Founded in Sydney, Australia in 2012, Tinybeans has built a deeply engaged customer base and currently has more than 620,000 monthly active users and over 1,650,000 registered users.

Tinybeans provides parents with rich content about developmental milestones and offers parents products and services based on the age and developmental stage of their child. The Company

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currently generates revenue from premium subscriptions, advertising from brands, the sale of printed products and the sale of targeted usage data and market analytics.

Why use Tinybeans in 60 seconds: <https://www.youtube.com/watch?v=Uf2hWH1KJHl>

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